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TORONTO TRANSIT COMMISSION

1982 JAN 2

REPORT NO. 4

MEETING DATE January 26, 1982

FROM: Manager - Marketing and Community Relations

Subject

Date January 19, 1982

TTC MARKETING AND COMMUNITY RELATIONS PLAN FOR 1982

The TTC Marketing and Community Relations Department is involved in the full range of Commission activities, from the identification of customer needs and concerns through to the delivery of the service. This report, and the attached plan of activities for 1982, are presented to the Commission for its approval.

Background

It has always been a primary objective of the Commission and its management to increase transit ridership. In the mid-1970's, faced with declining system usage and future economic uncertainties, a number of strategies were undertaken. One such strategy was an increased emphasis on promotion to convince existing users and potential customers of the benefits of public transit. In 1979, with external factors such as employment increases, increasing fuel prices, etc., the downward trend in ridership was reversed. This growth has continued, with 1981 ridership achieving a second all-time record of 392 million rides.

The main opportunity for the Commission now is one of shifting from actively promoting increased ridership to one of maintaining current levels and encouraging increased off-peak travel.

The 1981 Attitude Survey results indicate that the perception of overcrowding is increasing quite dramatically in importance.

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TTC MARKETING AND COMMUNITY RELATIONS PLAN FOR 1982

1981 Activities

In 1981, primary emphasis was placed on the "heavy" rider with increased emphasis directed to the off-peak periods.

"General Ride" promotions positioned the TTC as a convenient and economical alternative to the automobile. The introduction of new and improved services and new products such as TTC's Timeline were actively promoted.

Increased research activity tracked consumer attitude trends, identified consumer needs and isolated areas of market potential, assessed the effectiveness of advertising and promotional material and provided input into ridership forecasts. Research indicates that the marketing program continues to be informative, convincing and believable. The TTC's image of a reliable and accessible, safe and clean, modern service concerned with continued improvement was also strengthened. Survey results indicate that nearly 80% of Metro residents agree that the TTC is "one of the best transit systems in the world".

As mentioned earlier, increased emphasis was placed on off-peak usage of the system through such programs as "Great Places" (transit destinations), Special Transit Plan and the introduction of TTC's Timeline.

To help improve the reliability of transit service and help cope with increasing congestion, a voluntary program called "Rules of the Road" encouraged motorists to yield to TTC surface vehicles when pulling out from passenger stops, subway station loops, and when making turning movements.

In addition, further work was undertaken to improve TTC information literature, specifically through a complete redesign of the "Ride Guide" and "System Map". Introduction is scheduled for early 1982.

TTC MARKETING AND COMMUNITY
RELATIONS PLAN FOR 1982

1982 Activities

The key opportunity in 1982 consists of maintaining current ridership while promoting, aggressively, the use of the TTC in off-peak periods. New products will be highlighted and consumers will be informed of service improvements as they affect reliability, travel time and passenger comfort. The transit lifestyle will form the underlying theme in TTC promotion wherever feasible.

The 1982 media program will consist of a continuous, highly visible media campaign with emphasis on radio and television. As in 1981, the "heavy" ridership categories will receive the main emphasis, particularly directed to off-peak periods. Off-peak usage will be encouraged through a variety of programs such as "Great Places - 1982", promotion of the TTC's Sunday/Holiday Pass, the Metro-wide "Variable Work Hours" program, Metropass Employers Support program and the "Special Transit Plan" to Exhibition Place. Increased media weight will also be directed towards the promotion of taking the TTC during the off-peak.

Research activities will continue to track consumer attitudes, needs, etc., to aid Commission staff in policy analysis and development.

Recommendation

It is recommended that the Commission approve the 1982 Marketing and Community Relations Plan, with a budget of $2,010,000. The foregoing funds were part of the Marketing and Community Relations Operating Budget approved by the Commission at its meeting of December 15, 1981.

Reviewed by

.....
A.H. SAVAGE
Chief General Manager

A.J. GALLO
Manager - Marketing and
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3-100-16

1982 MARKETING AND COMMUNITY RELATIONS PLAN

1.0 INTRODUCTION

1.1 Changing Trends

There is no doubt that ridership is the single most important indicator of the success of a transit system. Over the years the TTC has experienced various periods of ridership growth and decline with, perhaps, the most striking fluctuation occurring in the 1970's.

The first half of the decade was marked by steady annual ridership increases which peaked in 1975 at 357.6 million revenue passengers. However, beginning in 1976 this trend was reversed and by the end of 1978 annual ridership had dropped to 337.6 million.

This 3-year period of decline in the late 70's was caused by a number of factors including: financial constraints which seriously restricted the Commission's ability to expand and improve service; a succession of high and controversial fare increases which were introduced after a 6-year fare freeze; a lack of co-ordination and agreement between the TTC and its financial partners and a decrease in system reliability. Annual passenger complaints reached a high of approximately 10,000 in 1977 and in 1978.

1.2 Meeting the Challenge

It has always been a primary objective of the Commission and its management to increase transit ridership. Faced with the reality of declining system usage and, in anticipation of future economic uncertainties, a number of

strategies were set in motion by the TTC in 1977 to address the problem of ridership decline. These included major stress in key areas, such as organization restructuring, financing, technology, route and service planning, operations and system expansion. At the same time, increased emphasis was placed on Marketing, in recognition of the need to convince existing and potential customers of transit's role as a convenient and economical alternative to the automobile. The introduction of new and improved services and new products such as Metropass, were promoted in a variety of ways and mass media use increased. Major attitudinal research initiated in 1976, designed to monitor the health of the system on an on-going, objective basis, was also continued.

These initiatives, together with the effects of factors such as gas shortage publicity, increasing fuel prices, upward inflationary trends, population growth in areas immediately beyond Metro and increasing employment, contributed to a reversal of the downward trend in ridership in 1979.

The growth continued at an accelerated rate in 1980 when total carrying reached a new all time high of 366.4 million passengers. This record was eclipsed in 1981 with ridership of just over 392 million and this growth trend continues.

1.3 Looking Ahead - Changing Problems/Opportunities

Handling success of these proportions is the key challenge for the TTC in 1982 and beyond. The main concern of the Commission and its management has shifted from one of aggressively promoting ridership to one of maintaining current ridership and encouraging shifts to off-peak travel

patterns and planning for annual ridership growth which has, recently, substantially exceeded projected levels.

Externalities, such as energy supply and cost, growing traffic congestion, transit dependence in the suburbs and outside of Metro, etc. have contributed to worsening congestion on the transit system during the peak periods. Road congestion is, of course, the major contributor to surface transit vehicle delays. This, in turn, has the potential to lead to problems of service reliability and increased customer-employee friction. While the total number of annual complaints for 1980 and 1981 is well below 1977-1979 levels, complaints in areas related to service reliability (delays) have increased marginally with a slight decrease in complaints dealing with employee-customer interaction (discourtesy) during the first eleven months of 1981 versus 1980. Attitudinal research conducted in the Fall of 1981 indicated a dramatic increase in the perception of overcrowding as a problem in the system.

To meet this unprecedented growth in ridership, the Commission has taken action on a number of fronts. 1981-1982 bus orders represent the largest in TTC history, peak hour subway frequencies have been improved on both the Bloor/Danforth and Yonge/University/Spadina lines, extensive rush hour service schedule improvements have been made on major surface routes and more are planned, new express bus routes have been introduced, work is underway on an accelerated rapid transit plan for Metro and specifically the downtown core, reserved lanes and traffic signal priorities are being tested and/or expanded on the surface system to expedite vehicle flow, a voluntary surface transit priority program ("Help us move Toronto better") was introduced, the feasibility of a fare differential in off-peak was reviewed, a test of the magnetically-encoded ticket system to facilitate improved passenger flow in subway stations is

planned for late 1982, and work began in 1981 on the promotion of variable work hours for the Metro area.

While promotion continued to emphasize the economy theme in 1981, the department has been actively involved in the previously mentioned activities. Increased emphasis also was placed on promoting off-peak usage of the transit system in order to improve efficiency in terms of better driver and equipment utilization and to help reduce dissatisfaction because of congestion. A number of promotional and other strategies were directed to this end and off-peak promotion will take on significantly greater emphasis in 1982.

Specifics of 1981 Marketing and Community Relations activities and a description of recommended 1982 promotions and projects follow.

2.0 TTC MARKETING AND COMMUNITY RELATIONS DEPARTMENT

The TTC Marketing and Community Relations Department is involved in a full range of Commission activities from the identification of customer needs and concerns through to the delivery of the service to satisfy these needs at an attractive price. Specifically, the Department's activities involve:

1. Identification of market segments offering the greatest potential as a source of rider volume;

2. Promotion by means of advertising, publicity, etc. to increase awareness and enhance the public's perception of transit as an economical, attractive, improving, high quality service, and as a primary source of transportation for all Metro residents;

3. Preparation of consumer information material related to enhancing and expanding the use of public transit; and,

4. Responding to Community needs and desires as measured by research and contact with individuals, groups, elected representatives and others.

3.0 SUMMARY OF 1981 MARKETING ACTIVITIES

(1) General Traffic Building Program

Television continued to be the major medium. Creative re-emphasized the problems of travel by car and the competitive advantage of the TTC while at the same time, presenting an overall favourable image of a clean, modern service concerned with continuing improvements. To capitalize on substantial increases in the cost of gasoline, the department revised the TTC's 1977 Gas Pump commercial updating the gas pump visual to reflect the cost per gallon and total fill-up price for gasoline. In addition, the "TTC Test" which ran in newsprint was revised based on literature received from the Canadian Automobile Association, detailing 1981 Metro Toronto car costs. The "Test" was designed to personalize the economy argument, that by leaving the car at home half the time and taking the TTC, a financial saving could be realized. General Ride radio for the Spring of 1981 promoted the economy and convenience of Metropass - the TTC monthly adult transit pass-through testimonial commercials. In addition, radio spots in late Spring reinforced the television gas pump commercial by further emphasizing the cost of gasoline.

After creative pretesting, two commercials were prepared for the Fall of 1981. The first commercial "TTC/Car Pass" comparison creates a single dominant impression about the TTC - that it is more economical to take the TTC than drive, consistent with the 1981 strategy. In addition, the commercial dramatizes the savings to be made and illustrates how these savings may be used for investment, to purchase furniture, or for travel.

The second commercial "Great Places" was developed to reinforce the convenience of the TTC in getting to many Metro attractions such as the theatre, the movies, the Art Gallery and Exhibition Place. The production of this commercial illustrates the trend from "general ride" to off-peak emphasis in TTC promotion, recognizing growing ridership.

In addition to the above two commercials, the "Gas Pump" commercial which ran in the Spring, was further updated for the Fall to reflect increased gasoline prices.

Observations - The economy strategy has been strongly supported by ridership and research results. 1981 ridership is up 7% over 1980 and research indicates that consumers identify strongly with the economy approach. Respondents in the TTC's "Post Advertising/Ridership Change" survey, when asked what factors contributed to their decision to ride more, ranked difficulty in finding and paying for parking, attending more recreational activities in Metro and increased car operating costs as the important factors. Riders who rode more had a significantly higher recall of TTC ads than did riders who rode less. A high percentage of Metro residents recall TTC advertising (72%) and of those respon-

dents who recall TTC advertising the most-often-recalled themes are the TTC's General Traffic program and Metropass. In both cases, the themes have stressed the economy of travel by the TTC versus the car.

(2) Off-Peak Promotion

Recognizing growing ridership trends, increased emphasis in 1981 was placed on encouraging off-peak ridership through a variety of programs described below:

1. Great Places

In 1981 the "Great Places" Transit Destination program involving co-operative advertising between the TTC and Metropolitan Toronto attractions involved an increased list of participants. The program was expanded to permit the various attractions to run additional advertisements to provide support of specific promotions, exhibitions, and/or events. The 1981 campaign promoted travel on the TTC to such attractions or events as the Canadian Craft Show, McLaughlin Planetarium, CN Tower, Harbourfront, Art Toronto '81, Shrine Circus, the Genie Awards, and Soccer Bowl '81. The media used for support of the program involved newspapers, posters, radio programming, issues of "Headlight" - the TTC's monthly information brochure, and "Ride Guide" - the TTC's transit map, when appropriate.

Observations - "Great Places" has been valuable for both destinations and the TTC. The peak times of destinations generally coincide with off-peak for the TTC and the campaign resulted in greater overall exposure for both. Research shows that those who are positively influenced by advertising also travel by transit to off-peak destinations and the TTC's off-peak ridership has grown at a rate greater than that for

TTC generally. A sample of the ads has been included in Appendix A.

2. Special Transit Plan

With the co-operation of the Exhibition Place Task Force and Metro Council, the Special Transit Plan, first begun in 1978 for use on certain days involving concentrated activities at Exhibition Place, was repeated again for 1981. The plan was aimed at increasing transit's share of trips, thereby decreasing overall traffic congestion and ensuring that demands on the road system and parking facilities in the area were not increased. Eleven dates were covered - one baseball game and ten football games, involving the operation of three special express shuttle bus routes operating from Bathurst, Keele and Union Subway Stations under the normal fare structure with transfer privileges. To promote the plan, the TTC prepared newspaper advertisements, transit posters, press releases, "Headlight" issues, radio programming, program ads in both the Blue Jays and Argo programs, as well as placing an ad in the Argos' season subscribers' fact book.

Observations - A review of passenger counts shows that ridership on the special transit plan vehicles totals 46,074. On average, 40 passengers were carried per trip. In 1980, with the operation of 11 dates, 40,041 patrons were carried, an average load of 43 per trip. Modal splits for the 1981 occasions range from a low of 20 to a high of 40% (opening baseball game). TTC ridership was approximately 24% of attendees which compares to 25% in 1980. It should be noted that attendance at Argonaut games declined by 18% in 1981 compared with 1980. It appears that the plan, as it now exists, has not achieved any major redirection of travel

habits; however, the service remains popular with riders and carries sports fans to Exhibition Place efficiently.

A separate report will be prepared for the Commission detailing the operating results and recommending further action with respect to possible alterations to the Plan for 1982. A sample of the ads has been included in Appendix B.

3. Variable Work Hours

In view of the substantial increase in ridership experienced during the peak periods, an investigation of a Variable Work Hours program for Metro is being undertaken. It is the aim of this program to encourage Metro employers to provide or increase availability of variable work hours to their employees. Greater involvement among Metro employers, especially in the downtown core, would help alleviate overcrowding currently being experienced in some parts of the system.

A background investigation has been undertaken reviewing program results from 1974, contacting current participants as to the type of program they offer, number of employees involved, etc. It is planned to actively solicit participation from employers in 1982. In addition, general TTC advertisements, wherever possible, will support the Variable Work Hours concept (e.g. TTC Holiday ad - Appendix C).

4. Sunday/Holiday Pass

In 1981, research was undertaken on the Sunday/ Holiday Pass to determine the potential impact of promotion. Research results show the pass is considered to be a valued bargain by most users. It appears to have a large group of

regular, frequent users with an average 2.8 people taking 3.4 trips for a total of 9.5 trips per pass. It is important to note that of all the trips taken with the pass, only 46% would have been taken by TTC at regular fares. Thus the pass is attracting new riders.

Work is currently underway on the redesign of the pass with promotion involving newspaper, transit advertising, etc. scheduled for early 1982.

4.0 COMMUNITY RELATIONS

Working closely with the Marketing section of the department, Community Relations covers a wide range of strategies and activities designed to tell the TTC story and to help enhance the TTC image within the community. Using specially-produced in-house audio-visual presentations, Community Relations staff visit schools, service clubs, business associations, senior citizen groups and other community associations on a continuing basis. New programs are under development and work in this area will increase beginning in 1982.

The use of attractive, free-standing displays depicting a wide assortment of general and/or special TTC themes are set up in high traffic areas such as shopping malls, municipal offices, libraries, etc. to keep residents informed of transit developments in Metro. In some cases, brochures designed to reinforce a particular TTC subject are produced and distributed at the displays.

In a public service vein, co-operation is provided to various agencies in assisting them to achieve specific goals. For example, Community Relations, in co-operation with the Transportation Department, arrange for subway P.A. announcements regarding Red Cross Donor clinics in times of

blood shortage crises. During 1981, co-operation was also extended to the Province of Ontario, Ministry of Community and Social Services, by providing free displays on subway and surface vehicles for car cards highlighting the attitudinal barriers faced by disabled persons. In addition, when possible, public service information re community events is published in the TTC's monthly brochure "Headlight". Reaction from passengers to this type of TTC involvement has been very favourable.

As a result of ridership growth, there has been an increasing demand on consumer information. This is, of course, a healthy situation and one that will continue to be encouraged. This increased demand refers to requests for both printed consumer information materials and to the number of calls received annually at the TTC's Telephone Transit Information facility.

With respect to printed consumer information, 1982 will see a completely redesigned Ride Guide and System Map. Particular emphasis also will be placed on the distribution of Ride Guides and timetables at perhaps the most readily available focal point - the subway system. Improved distribution of consumer information, plus the development of other passenger information-related projects proposed in 1982, e.g. subway station information units, Info Bus, together with TIMELINE - the computerized telephone information system - should help to reduce the load on the Telephone Information Centre.

Other Community Relations activities which occur on an ongoing basis year-to-year include projects such as TTC Subway Musicians, participation in the Safety and Security mall visits, arranging for visits to the TTC by transit and governmental officials from all over the world, developing

copy for special purpose information booklets and brochures, news releases (local and transit trade media), co-ordination of film projects and magazine articles involving TTC services, supply of TTC printed, statistical and visual materials for student projects (all levels), arranging interviews for individuals and media with TTC officials - outlining the role of Marketing and Community Relations to new operating personnel and explaining how our mutual activities inter-relate.

This latter activity is particularly important in view of the fact that the department is also responsible for receiving, investigating and responding to complaints, commendations and enquiries from transit passengers and the general public about TTC operating personnel, transit routes and services, facilities and property, policy, etc.

On an annual basis, the Department handles approximately 7,500 telephone calls, letters, personal representations, etc. Since 1978, there has been a continuing reduction in the total number of complaints registered with the result that in 1981 only one complaint was received for every 80,000 passengers carried - compared to the 1978 level of one for every 43,000.

A brief description of 1981 activities follows.

4.1 Consumer Information, Design and Distribution

(1) Maps, Timetables, Printed Information

This program involves the review of the overall design, promotion and distribution of all TTC passenger information material. Initial work was undertaken in 1979, in which focus groups reviewed TTC information material

including Ride Guides, pocket timetables, subway system maps, pole cards, etc. The results of that study indicated that respondents lacked sufficient awareness of the variety of TTC Information Aids and where to get them. The TTC Ride Guide was seen to be the single most useful and desirable information piece. It was also pointed out that the design and overall appearance used in all TTC Information pieces should be consistent. As a result, work is underway with a consultant to design an attractive new four colour "Ride Guide" which will incorporate a number of different TTC Information pieces in its content. It will also contain a new map which will provide the basic street layout of Metropolitan Toronto for better orientation by residents and visitors. In addition, as mentioned, it will be produced in four colours but will be produced at existing Ride Guide costs through a slight reduction in the overall size. This reduction will also facilitate easier handling of the guide by patrons. The revised "Ride Guide" is being tested through focus group research prior to full publication. This testing is scheduled for early January 1982.

(a) Your TTC Ethnic Brochure

The TTC in an effort to familiarize newcomers, the ethnic community, convention groups and visitors to the system, in 1980 produced a brochure titled "Your TTC". This brochure provides information on the size of the system, fare structure, hours of operation, information to remember when using the surface and/or subway system, TTC parking lots, TTC's Information number, etc. The brochure is produced in seven languages: English, Italian, Greek, Portuguese, Spanish, French and Chinese and is given wide distribution through the Metro Toronto Tourist Bureau, Ontario Welcome House, the Travellers Aid Society, Metro Social Services, Canada Manpower and others. It was updated in March 1981.

(b) Coupler

The Marketing and Community Relations Department publishes articles on current events of particular interest to employees through the Coupler, the Commission's employee magazine. Now well into its 56th year of publication, the Coupler is produced 11 times a year with July and August as a combined issue. Distribution has reached the 11,000 level and readership tops the 33,000 mark.

(c) Headlight

A total of 100,000 copies of "Headlight" are distributed in all TTC surface vehicles each issue. This monthly publication (11 issues per year) is used as an information tool indicating route changes, service adjustments, transit destinations, introduction of new products, etc.

(d) Ride Guide

In response to the increased demand in 1981 approximately 294,000 "Ride Guides" were produced and distributed to such locations as the Convention and Tourist Bureau Kiosks, the Airport, Subway Collectors' booths, visiting conventions and other general requests. In addition, a distribution agency has been appointed by the TTC to distribute and service over 100 locations in Metropolitan Toronto. These locations consists mainly of hotels and various Metro Toronto attraction agencies.

(2) Rider Information

An expanded rider information program has been developed due to surface route changes, schedule adjustments

and resulting from a conscious effort to increase circulation of important information materials such as the "Ride Guide" and pocket timetables.

	1981	1980
Pocket Timetables	960,000	750,400
Ride Guides	294,000	264,650
Stop Pole Cards	17,200	11,565
Night Car Timetables	3,150	-
Laminated Schedule Signs	1,000	1,466
Subway Route Map Folders	20,000	20,000
Your TTC - Ethnic Brochure	67,800	95,900

(3) Displays

To increase community awareness and the use of the public transit system, information booths and displays were staffed by TTC personnel in the following locations - Scarborough Town Centre, CNE, International Centre, Hotel Westin, City Hall, etc. These information displays dealt with a variety of subjects such as "Century of Public Transit", "Transit Saves Energy", "Transit in the Eighties", "Scarborough Rapid Transit", "Meet the People at TTC", etc.

Observations - It is estimated that some 115,000 people have viewed the displays. Organizers at the various locations have expressed their appreciation to the TTC on updating and informing the public of the role of public transit in the Metro Community.

(4) Filming on TTC Property

In 1981, TTC staff co-operated with various film production companies in the filming of 17 television commercials and movies. In addition, 14 photographic

sessions involving newspaper advertisements and commercials have been undertaken.

It is recognized that these opportunities help promote the film industry in Metropolitan Toronto and help promote public transit and the TTC. All costs incurred by the TTC are recovered from the film companies, in addition to location fees, based on industry practice.

(5) Orientation and System Tours

As mentioned earlier, officials and staff continue to attend meetings and speak to various Metro Area community business groups reviewing transit services, future plans, construction programs and other transit related matters. In addition, TTC orientation sessions and system tours have been arranged for 81 organizations involving over 722 visitors to the Commission from all over the world.

(6) Musicians Performing in the Subway

Passenger response has been positive with no serious complaints or incidents regarding the activity or conduct of the musicians. In addition, it has not caused any major problems in terms of impact on TTC subway operations. It is intended to continue the program in 1982.

(7) Passenger Safety and Security

As a continuing program toward increasing public awareness of passenger safety and security during 1981, members of the Transportation, Marketing and Community Relations and Safety and Security Departments visited 10 plazas throughout the Metropolitan Toronto area. The public was advised of such things as the Commission safety record,

the training program for operating personnel, the problems and cause of vandalism to the transit system, the 'Student Transit Safety Program', etc. It is estimated that approximately 90,000 people have visited these displays.

In addition, staff is involved in updating and producing the brochure "The TTC Answers Questions About Transit Security". This booklet provides information on safety measures, policies and procedures for the protection of TTC patrons. It is expected to have the revised brochure available in early 1982.

(8) Miscellaneous

(a) Tenders

A total of 17 ads have been placed in newspapers for various TTC departments requesting bids on a variety of items for TTC business.

(b) Student I.D. Program

The student I.D. program, in co-operation with the Metropolitan Toronto Board of Education and the TTC, first began in 1977. In 1981, the existing contractor was selected once more through a tender process for a one-year period. In addition, the cost of the card to students rose from $1.50 to $2.00 for the 1981/82 school year. A total of 57 schools involving 45,000 students elected to participate in the pilot program whereby the school photographer provides the completed student I.D. card.

Observations - While the pilot schools appreciated the opportunity of participating in the pilot program, few had realized the additional administration responsibilities

required. In light of the experience gained, the Metropolitan Toronto Board of Education requested that the TTC assume all future responsibilities for the student photo I.D. program.

A report on this program is being prepared for review by the Commission in early 1982.

(c) Metro Trans-Public Advertising Limited

Metro Trans-Public Advertising Limited is now into its second year of its five-year contract. In 1980, the revenue return to the TTC was approximately $2.6 million. The projection for 1981 is $3.2 million, an increase of 23%. The agency continues to actively pursue the sale of the transit advertising media.

5.0 SUMMARY OF 1981 RESEARCH ACTIVITIES

The TTC, as a public service agency, is the recipient of a great deal of input into policy development from a variety of sources concerned with public transit. Metro Toronto Council, the municipal governments, ratepayers associations, the press, special interest groups and the TTC passengers all supply the Commission with perspective on operating a transit system. All too often this type of input is negative, taking the form of criticism after a decision has been reached or as a complaint. Market research enables the TTC to rely on yet another source, for objective guidance. Consumer research provides management with a performance measurement stick and the unbiased reactions of Metro residents about the value of public transit and the level of service quality. A data base describing Metro's travel habits is essential in planning service developments.

(1) Attitude Research

In October, the fourth in a series of surveys designed to measure attitudes toward the TTC and riding behaviour was carried out. Similar to tne previous research, the major objectives of the 1981 survey were to examine and track attitudes toward the TTC and aspects of its service, monitor ridership levels and patterns, develop profiles of riders and non-riders in order to understand reasons for use and non-use, identify segments of the current and potential TTC market and identify opportunities for selectively increasing ridership and to recommend a market strategy. Special emphasis in the 1981 research centered around understanding the market in terms of peak and off-peak riding and examining the customer according to the extent of his commitment to the car or transit. New topic areas explored included the assessment of awareness and use of consumer information, an evaluation of the importance of various dimensions of service in determining transit choice.

The sample, as in previous years, was designed to include a representative cross-section of Metro adults, both riders and non-riders. Detailed demographic information was gathered to aid in characterizing riders and non-riders.

A full report of results will be available early in 1982. The findings will provide input into policy analysis and planning of service improvements and will suggest a marketing strategy for various groups with potential to increase ridership in certain areas. As an example, the 1980 Attitude Study demonstrated a need to move toward "lifestyle" advertising, that is, illustrating that transit is the "right" way to travel, and the 1981 Fall campaign took an initial step in this direction. Further development of this theme will be carried out in 1982.

(2) Creative Research

Television creative was pretested with an audience prior to developing and producing final commercials. Three preliminary executions were reviewed to assess comprehension of the message, level of audience participation and interest, impact of audio and visual presentation and the effectiveness of the commercial in getting across the marketing objectives. This process is a valuable and efficient step in developing an ad for television viewing prior to final production. Results were incorporated in two final commercials which were aired beginning in September, "Car/Pass Comparison" and "Great Places".

(3) Ridership Change/Advertising Effectiveness Study

In the Spring of 1981, a study which had formerly been designed to track advertising awareness and effectiveness in attracting rides was expanded to include an evaluation of increases or decreases in riding behaviour and examine the rationale for that change. This study was commissioned to provide additional insight into the reasons underlying the TTC's remarkable ridership growth.

Analysis of the survey data showed that the riding increase could be attributed to a) a greater number of increased than decreased riders, and b) a larger growth in trips taken by improved riders than reduced trips by decreased riders. Increased riders tend to be heavy riders, residents of Toronto and North York and primarily women. Important factors contributing to improved riding are the increased difficulty in finding and paying for parking, attendance at recreational activities, reasonable TTC fares, and increased car operating costs.

Advertising continued to be salient in the minds of Metro residents (72% recall) and maintained a positive impact on TTC travel, particularly demonstrated in that those who recall advertising are more likely to claim riding increase.

(4) Wheel-Trans Survey

Much controversy has surrounded the Wheel-Trans service for the disabled, since its inception in 1977. To obtain an objective appraisal of the service from those best equipped to judge it - the patrons themselves, a postal survey was conducted in May. Ridership information was gathered, as well as an estimate of future or expanded use of the service, and attitudes toward drivers, equipment, safety and level and quality of service.

An overall assessment of results indicates that the service is meeting the transportation requirements of customers and that their attitudes toward the service are highly favourable. According to riders, the chief areas in which service should be improved are the handling of complaints, booking of rides, trip scheduling and the provision of information about service. Action has been taken in these areas.

(5) Other Research Activities

The Marketing and Community Relations Department undertook a variety of other research projects in 1981, a number as a service to other TTC departments.

A study of Metropass users was carried out in the Spring, as part of the evaluation of the monthly pass experiment. The diaries collected from Metropass buyers and medium and heavy riders enabled an assessment of the input of

the pass on ridership and revenue, as well as examining reasons for non-use among the target market, attitudes toward the pass and an initial view of the support for a Metropass Corporate Support program. A report of research results is included in the final Commission report summarizing the experience of the Metropass trial period.

The Commission, in 1981, commenced a review of a New Directions initiative, a peak/off-peak fare differential, which could relieve crowding on the peak, or increase off-peak ridership. To gather opinions on the concept and determine its possible impact in moving trips from the peak to an off-peak period, Metro residents were interviewed as part of the Ridership Change and Advertising Effectiveness Survey. A report of results is available.

Other research included:

- a study on the use of the Sunday/Holiday pass in order to suggest a strategy for its promotion and to assess revenue loss as a result;
- a survey of the Chaplin Crescent neighbourhood to determine the desired route configuration for the Glencairn service;
- a survey of token vending machine users to determine their preferences and needs; and,
- studies to evaluate several new TTC programs such as Rules of the Road and Timeline.

6.0 NEW PRODUCTS

(a) Rules of the Road

Metropolitan Toronto Council, in approving the report entitled "Transit in the Eighties: A New Direction", made "a full-scale commitment to give the TTC more priority and support through a variety of policies and financial aid to enable the implementation of such policies".

One such policy advocated giving transit more priority by changing the rules of the road to provide signal priority for transit vehicles. In addition, it advocated introducing legislation changes regarding right-of-way rules which would favour buses exiting from bus bays, loops, etc. and streetcars making right-hand turns.

Approval has been given to test the signal priority aspect of this program in 1982 at Eglinton subway station and three other locations yet to be confirmed.

While the Ministry of Transportation and Communications was not prepared at that time to introduce major legislative changes regarding right-of-way rules, it did request that the TTC explore what might be achieved through a voluntary, courtesy approach favouring transit vehicles exiting from bus bays, etc.

The intent of this MTC-TTC funded program was to establish the potential benefits of voluntary co-operation, not just to the TTC and its passengers, but to all users of the road and to solicit the co-operation of private vehicle operators.

The voluntary program was launched in September 1981 for a period of 14 weeks involving newspapers, radio, transit advertising, issues of 'Headlight', press releases, etc. Attached as Appendix D are samples of the newspaper advertisements.

It is planned to provide the Commission early in 1982 with a complete report on the effectiveness of the program, consisting of speed/delay analysis, attitude surveys of TTC riders, automobile drivers and TTC operating personnel.

It should be emphasized that should the experiment be considered unsuccessful, the TTC will request the required legislative changes to ensure transit vehicle priority on Metro roads.

(b) TTC's Timeline

As part of the long range concept for the Commission's Communications and Information System project, the addition of passenger information systems has been contemplated. In particular, a system wherein a passenger can access, via the Bell Telephone network, information on transit vehicle arrival time has been considered a useful marketing tool and passenger aid.

In view of the phased timing of the C.I.S. project, the Commission in early 1981 approved the testing of benefits and public acceptance of a computerized passenger-information system. This system provides scheduled vehicle arrival information, modified as required by Transit Control, whenever general delay information on the specific route is available.

The use of computerized voice response systems has the potential for simultaneously giving information to several callers and reducing significantly the number of busy signals received.

Thus on November 22, 1981, the TTC's Timeline was introduced on a test basis on eleven routes containing over 700 stops located in southwest Etobicoke. Promotion of Timeline consisted of bus and streetcar stop information decals, a direct mail brochure, local newspaper ad, Headlight issues, press release, transit posters, etc. Attached as Appendix E is a sample of the transit poster.

In view of the experimental nature of this project, the Ministry of Transportation and Communications is providing funding to cover the complete hardware and software system start-up costs.

An interim evaluation report will be submitted to the Commission upon completion of the first year of the three-year test period.

(c) Intermediate Capacity Transit System

In August 1981, the Commission approved a new ICTS system for the Scarborough rapid transit line being constructed between Kennedy Subway station on the Bloor/Danforth subway line and the Scarborough Town Centre - a large commercial/retail/governmental sub-centre located in the Borough of Scarborough.

The ICTS is a computer-controlled rail transit system which employs steel wheel/steel rail vehicles powered by linear induction motors, in effect, a "mini-subway", fully

grade separated with pre-paid platforms and high-level loading.

To aid marketing of the Intermediate Capacity Transit System and to better describe the customer benefits associated with the system, the TTC sponsored a contest in October in which Metro Toronto residents were asked to submit their ideas for names for the new transit mode. First prize was one year's free travel on the TTC.

At the closing of the entry period over 5,600 names were received. The chosen name of the system will be announced by the Commission in a separate report.

Media used for the promotion of the contest consisted of newspaper, Headlight issue, press releases, etc. Attached as Appendix F is a sample of the newspaper advertisement.

(d) Metropass Corporate Support Program

One method of financing a monthly pass, that has been particularly successful in many U.S. cities, has been employer-financed discounts to their employees.

The Commission, at its meeting of December 15, 1981, approved that Metropass be permanently incorporated into the TTC's fare structure and that a high priority be given to the Metropass Corporate Support Program.

A marketing effort is currently underway at the TTC to develop this program involving the contacting of employers and persuading them to purchase Metropass and offer it to their employees at a discount through the convenience of payroll deduction or work site distribution.

Target groups or areas have been identified. The strategy will be to make employers aware of the varied benefits accruing to employers, employees and the public alike and encourage participation.

Surveys conducted in connection with Metropass in 1980 and 1981 indicate that employee response to an employer-subsidized pass is very encouraging. Over 70% of the entire sample would be in favour of such a program, and 66% would likely participate if one were offered by their employer.

While some contact has already been made with hospitals and insurance companies, it is planned to launch the program in early 1982 upon finalization of approach and promotional materials.

In addition to the Corporate Support Program, general Metropass promotions were undertaken in 1981 to maintain the awareness of the pass at its current high level.

Creative messages, which varied throughout the year, were developed to emphasize the consumer benefits of the pass. Actual testimonial commercials of Metropass users highlighted reasons for purchase such as "I can stop, shop around and don't have to worry about my transfer expiring", "I get about $200.00 worth of use out of it", and "it saves fumbling for change and I can use it when I want".

Advertisements featured visuals of a TTC bus and a compact automobile with a simple strong heading "$1.00 a day vs. $7.00 a day". This economy direction illustrated to readers that with a Metropass you can save $6.00 a day by taking the TTC rather than your automobile.

With information provided by the Ridership Change Survey additional material was developed illustrating the cost of parking, gasoline, car repairs, etc. compared with the daily cost of a Metropass.

In all the advertisements, the economy and convenience aspects of Metropass were stressed.

Promotion in 1981 was undertaken in radio, newsprint, transit advertising, Headlight, etc. Attached as Appendix G are samples of the ads.

7.0 1982 PLAN

7.1 Target Groups

As in 1981, the "heavy" and "heavy, heavy" rider groups will receive the main emphasis in 1982, particularly directed to the off-peak periods.

The following rationale supports the selection of these ridership categories as the primary target groups.

1. These ridership groups generate the maximum number of trips (either new or retained) per dollar expended, than any other group;

2. Attitudes of these riders indicate a strong predisposition toward transit, suggesting willingness to greater use. Non-riders on the other hand, are not favourably disposed to use;

3. Both groups have a relatively low median age, lower income level and home ownership. They tend to take advantage of activities, particularly those in the

downtown area. These factors provide strong current and future market potential; and,

4. Heavy, heavy riders experience the lowest car ownership of any of "non-" or ridership categories and have, therefore, a higher dependency on transit.

7.2 Key Opportunities for the TTC

The key opportunity in 1982 consists of maintaining current ridership while promoting aggressively the use of the TTC in off-peak periods. In addition, "new products" will be highlighted and consumers will be informed of service improvements as they affect reliability, travel time and passenger comfort. The transit life style concept will be further developed as well as the encouragement of employee pride in providing a continued high level of service.

7.3 Marketing Strategy

1. Encourage all ridership groups to use the system in the off-peak. Encourage attractions (cultural, entertainment, sports, etc.) to promote the use of the TTC on a joint basis, promote usage of TTC's Sunday/Holiday Pass, promote Visitors Passes to convention and tourist groups and encourage the use of variable work hours by the community.

2. Maintain current ridership by illustrating the high costs of car operation, fuel pricing, traffic congestion, parking costs and reduced availability, etc.

8.0 BUDGET

The 1982 Marketing and Community Relations, Research and Metropass advertising and promotion budgets total $2,010,000.00. A breakdown of the budget by program is detailed later in this report.

9.0 CREATIVE PLAN

The creative to be used in 1982 will encourage the increased use of the TTC particularly in the off-peak periods, stressing off-peak riding. Secondary emphasis will be placed on "economy". The transit lifestyle will be reinforced wherever feasible.

10.0 MEDIA PLAN

The media plan for 1982 (copy attached as Appendix H) has been developed to:

1. Maintain television at a similar level of impact as in 1981, using a 39-week campaign designed to provide maximum reach of a broad audience;

2. Allow the purchase of 'special' programming in the sports and entertainment areas for additional impact; and,

3. Utilize radio for the flexibility available in the areas of primary target group emphasis, seasonal weighting and transit destination support. This medium has been increased from 46 to 52 weeks for the 'General Ride' portion. The 'Destination' portion of the campaign has been extended from 13 to 22 weeks to promote entertainment and leisure time activities which generate off-peak ridership.

Objective - The objective of the media plan is to reach a broad spectrum of adults in Metro Toronto with emphasis on the heavy user demographic profile, i.e. adults 18 to 34 years of age.

Strategy

1. Reinforce and complement the destination promotion campaign in terms of timing, continuity, media selection, etc. to encourage off-peak ridership.

2. Schedule advertising to provide continuous support for both the in-car travelling market and the transit user in off-peak periods.

3. Present a forceful and intrusive execution of the two basic creative messages.

4. Generate a sufficient level of media pressure to ensure effective registration and awareness of creative through multiple exposure, i.e. repetition, and continuity throughout the year.

5. Ensure sufficient flexibility for campaign delays, reductions, etc., in order to conform with the reality of service interruptions.

11.0 1982 PROGRAM

The following is a brief outline of the programs to be undertaken in 1982:

METROPOLITAN
TORONTO
CENTRAL
LIBRARY
Municipal Reference

(1) Off-Peak Promotion

In view of growing ridership trends, increased emphasis will be placed on encouraging off-peak ridership in 1982 through a variety of programs.

It is planned to continue the successful Transit Destination program in 1982 in radio and newsprint. Continued support will be given to major events in Metro Toronto which result in increased service requirements. In addition, a greater emphasis will be placed on the promotion of the Sunday/Holiday transit pass to encourage greater off-peak travel.

A "Variable Work Hours" program will be launched in early 1982 aimed at encouraging Metro employers to provide/ augment variable work hours programs. It is believed that with a substantial involvement by Metro employers, especially in the downtown core, that overcrowding on some parts of the system will be alleviated.

This program also involves the promotion of "Special Transit Plan" services to Exhibition Place as a means of increasing transit's share of trips,reducing traffic congestion at that location. Special express shuttle bus routes operate from Bathurst, Keele and Union subway stations all at regular fares.

(2) General Traffic Building Program

While reduced in media weight, the economy and product improvement copy platform, reinforced by "The Better Way" theme, will be undertaken once again in 1982. This program involves maintainance of current weekly media pressure levels which provides the TTC access to higher

quality programming and an upgraded schedule in terms of consumer visibility.

Customers will be reminded of the high cost of car ownership, operation, parking, congestion, fuel, etc. as well as the convenience of the TTC in getting to many of Metropolitan Toronto's attractions.

The media selected for this program involves radio, television, newsprint, transit advertising, etc.

11.1 Community Relations Programs

(1) Info-Bus

While approved by the Commission in 1981, in view of the unavailability of a vehicle, only preliminary design work was undertaken. Indications are that a vehicle will be available in 1982.

It is proposed that work continue on the design for a TTC "Information Bus". The "Information Bus" would be a highly visible, relatively low-cost, mobile information centre designed to distribute the full range of TTC rider aids. The "Info Bus" can be used for a wide range of events at many locations because it is a self-contained unit that can travel to almost any location within the community.

(2) TTC Information Centres

This program will be reviewed in 1982 as to the possibility of establishing two "in the system" Information Units. Possible suggested locations are Bloor/Yonge and Union Stations. These centres would be staffed by persons capable of providing customers with information on the full

range of TTC services, trip routings, schedules, fare and transfer information, service hours, etc.

In addition, a test will be undertaken in the Spring of 1982 whereby unmanned information racks will be provided within the subway system displaying various TTC information pamphlets.

(3) "You Are Here" Transit System Maps

This program proposes the location of the TTC's "You Are Here" maps outside the transit system installed at major "traffic generators" such as the Airport, Museums, City Hall, major shopping centres, Universities and Colleges, Hospitals, etc.

(4) Driver/Passenger Relations

Involves revisions to the TTC's current "Let's Talk It Over" audio-visual presentation and the format of the Marketing and Community Relations Department's orientation sessions for new drivers.

(5) TTC "Overview" Audio-Visual Presentation

This planned presentation will concentrate on the intricacies of how the TTC works - organization, financing, relationship with governments, planning, service implementation. The presentation will be made available to schools - primarily secondary and college levels, community groups, professional groups and clubs. It will also serve as an information tool for current and new employers, visitors, etc.

(6) Transit in Toronto

Involves the revision and printing of the current "Transit in Toronto" booklet which provides an historical perspective on transit in Toronto dating from 1849 to present day.

(7) Programs for Cable Television

Involves the production of audio-visual materials, e.g. video-tapes, graphics, transparencies, for broadcast over Metro area cable networks. Projects under consideration are the "Scarborough Rapid Transit" Line - Accelerated Transit Planning, TTC Timeline, the Communication and Information System, new vehicles.

(8) Consumer Information

It is planned to continue work that is currently underway to review the overall design, production and distribution of all TTC passenger information material. Testing and production of the new look "Ride Guide" is underway and will be completed in early 1982.

(9) TTC Timeline

This represents continued promotion through newsprint, direct mail, etc. of the test area containing eleven routes in Etobicoke and the possibility of further expansion in the TTC system. It is planned to provide an interim evaluation report on the system upon completion of the first year of operation.

(10) Service Changes/Rider Aids

New rider information material will be prepared in response to surface route changes and schedule adjustments in 1982. This involves the development of pole cards, pocket timetables, laminated schedules, subway route maps, etc.

(11) Headlight

This publication will be issued eleven times in 1982 to inform the riding public of route changes, service adjustments, transit destinations, introduction of new products, etc.

(12) Ride Guides

This program will be increased in number in response to rider destination, tourist and TTC staff requests for additional quantities.

(13) Displays

This program involves the production and updating of a number of portable displays that are utilized each year by shopping centres, convention groups, civic functions, schools, etc.

(14) Tenders/Miscellaneous

This covers costs of preparing and placing tender advertisements for various departments in the TTC incurred by the Marketing and Community Relations Department. The balance of the budget relates to miscellaneous items.

(15) Fare Increase

This involves paid advertising costs in connection with the communication of fare increase information to the general public by the use of newspapers, press releases, Headlight issues, fare cards for subway collector booths and surface vehicles, etc.

11.2 1982 Research Activities

(1) Attitude Research

The 1982 Attitude Research is planned to be essentially a tracking tool to gauge attitudes obtained in previous measures, that is ridership levels and patterns, rider profiles composition of market segments, and opinions toward service, safety, driver courtesy and fares. Stepped-up emphasis may be required in monitoring employee-passenger relations. The data will be used as a 1982 update of the very comprehensive information gathered in previous years' work.

(2) Creative Research

Audience preview of and reaction toward initial creative approaches is essential in judging the merits of the commercial, the impact of the message and comprehension of its objectives. Successful advertising development depends on the input of its eventual audience.

(3) Ridership Change/Advertising Effectiveness Survey

Ridership changes are monitored and assessed in a variety of ways. The 1982 study will measure ridership change and its determinants, and particularly monitor the

impact of our various promotion programs, specifically the increased off-peak elements.

This study enables the TTC to evaluate the relative importance of both external and internal factors in influencing Metro residents' riding behaviour. This information, combined with forecasts of the variables, can supply input into long-range service planning and the capital budgetting process.

(4) Transit Destinations Research

The TTC has, for several years, been involved in producing co-operative advertising with various Metro attractions. While the merits of the program to the TTC are apparent, an objective appraisal of the present approach, the format of the ads and the media used is required in order to maximize the benefits of the program. The research will attempt to determine with greater certainty the link between transit destination advertising in particular and off-peak advertising in general.

(5) Consumer Information Program

A continued review of TTC printed literature is planned for 1982. In conjunction with this review, redesigned material will be tested with potential target groups prior to finalization. The objective of the program is to develop an integrated series of consumer information pieces and an optimal system for distribution. This goal will be reflected in the research program as it is carried out.

(6) Commuter Oriented Research

Commuters are a growing and unknown source of TTC r.des; estimates show that 10% of trips may be taken by non-Metro residents. While Metro's population size is expected to remain stable over the next few years, regions outside Metro may grow at rapid rates, and for some time at least, residents will continue to commute to their place of employment within Metro. A survey of both users and potential users would provide the TTC with answers to several important questions such as: what proportion of rides and riders are from non-Metro residents, profile of riders, needs analysis, growth projections, and attitudes toward service.

(7) Community Needs

There are some population groups within Metro who by virtue of their demographic characteristics, their geographic location or their travel demands, can be more effectively served by a different type of transit service than is presently available. For example, the elderly and non-labour force women, particularly with children, are two groups who might be better served by a circuitous neighbourhood route during off-peak hours. The concept of community transit service has been approved by the Commission. Research will be undertaken to identify target groups and assist with the definition of possible routes.

12.0 SPECIAL PROGRAMS

(1) Metropass

This program involves the continued monthly promotion of Metropass. The level and type of promotion will be developed to maintain awareness of the pass and provide

necessary sales-related details. In addition, the promotion will serve to remind potential buyers to repurchase in a timely fashion while continuing to promote the economy and convenience aspects of Metropass to reach current non-users.

In addition, the budget will also enable the development and promotion of the "Metropass Corporate Support Program" scheduled for launch in early 1982. This program involves contacting employers in Metro and persuading them to purchase Metropass and offer it to their employees at a discount.

13.0 1982 BUDGETS

Budget Programs

Marketing and Promotion	Proposed for 1982	1981
1. Off-Peak Promotion		
a) Transit Destinations	$ 300,000	$ 205,000
b) Variable Work Hours	50,000	100,000
c) Sunday/Holiday Pass	35,000	50,000
d) Special Transit Plan	55,000	48,000
2. General Ride Promotion (includes peak and off-peak)	900,000	800,000
TOTAL	$1,340,000*	$1,203,000

* Budget for 1982 has been increased by 11.4%.

	Research Programs	Proposed for 1982	1981
1.	Creative Testing	$ 21,000	$ 20,000
2.	Advertising Post Test/ Ridership Change	30,000	45,000
3.	Attitude Research	40,000	70,000
4.	Transit Destinations	20,000	-
5.	Consumer Information	10,000	-
6.	Commuter Oriented Research	30,000	-
7.	Community Services	15,000	-
	TOTAL	$166,000*	$135,000

* Budget for 1982 has been increased by 22.9%.

	Community Relations Programs	Proposed for 1982	1981
1.	TTC Info-Bus	$ 20,000	$ 20,000
2.	TTC Information Centre	5,000	-
3.	"You Are Here" Transit Maps	12,000	-
4.	Driver/Passenger Relations	10,000	-
5.	TTC "Overview" Presentation	21,000	-
6.	Transit in Toronto	6,000	-
7.	Programs for Cable Television	12,000	-
8.	Consumer Information	10,000	10,000
9.	TTC Timeline	40,000	25,000
10.	Service Changes/User Aids	85,000	65,000
11.	Headlight	16,500	15,000
12.	Ride Guides	40,000	30,000
13.	Displays	10,000	20,000
14.	Tenders/Miscellaneous	12,000	12,000
15.	Fare Increase	30,000	14,000
	TOTAL	$329,500*	$211,000

* Budget for 1982 has been increased by 56.2%.

Special Budgets	Proposed for 1982	1981
1. Metropass	$175,000*	$290,000

* Budget for 1982 has been decreased by 39.7%.

TOTAL BUDGET	$2,010,000*	$1,839,000

* Total Budget for 1982 has been increased by 9.2%.

CHRISTMAS GIFT CONFUSION?
SOLUTION!
THE CANADIAN CRAFT SHOW

325 CRAFTSPEOPLE
THE FINEST IN HANDMADE CRAFTS

AhHa!
Until December 6, the Queen Elizabeth Building at Exhibition Place is full of exquisite handcrafted work by 325 craftspeople from across Canada. There's everything from toys to jewellery to musical instruments to weaving to pottery and more. And all of it's for sale.

Hours?
Today to December 5, noon to 10 p.m.
December 6, 11 a.m to 6 p.m.
Admission? $2.00, and $1.00 for children and seniors.

Best way to get there?
TTC. Dufferin 29 buses from Dufferin Station or 511 Exhibition street cars from Bathurst Station.

The Better Way

TTC INFO: 484-4544

TTC... TANGO, TWO-STEP AND CHA CHA AT HARBOURFRONT

What could be more romantic than swaying cheek to cheek to the strains of "String of Pearls" by the light of the moon on the lake? Harbourfront's got it Saturday nights at 9 p.m. It's Molson's Dancing Under the Stars, where big bands bring back the music of yesteryear under a stellar canopy. Sound enticing? The gala opening is Saturday, June 13, with music by the 14-piece "Lamplighters" and demonstrations by the Canadian Ballroom Dance Association. Admission free – bring your own romance.

The Better Way.

Take the Spadina 77B bus from Union or Spadina Stations to 235 Queen's Quay West. TTC info: 484-4544.

DO IT ALL AT HARBOURFRONT ON NEW YEAR'S EVE FOR ONLY $22.

Has the multitude of New Year's Eve activities round town got you overwhelmed? At Harbourfront, you don't have to limit yourself. For one low price, you can hear Newfoundland's Figgy Duff in concert, dance cheek-to-cheek to the big band sounds of the 14-piece Lamplighters orchestra, enjoy rousing dixieland with Jim McHarg's Maple Leaf Jazz Band, take in films Honeysuckle Rose and The Grateful Dead and sit down to a roast beef dinner with all the trimmings. When the big moment comes, you can grab a noisemaker and help make Auld Lang Syne ring out in every corner of the building. Admission for food and festivities is $22 in advance, $25 at the door. From 9 p.m. December 31 at 235 Queen's Quay West. Numbers are limited, so call 869-8412 between 1 and 8 p.m. and use your Visa or Mastercard.

The Better Way.

Take the 77B bus from Union or Spadina Stations. Service extended to 2 a.m. Jan. 1.

TTC INFO: 484-4544

BLACK CREEK SUPER ANNIVERSARY PIONEER FESTIVAL

ON SEPTEMBER 29, 1981, TAKE THE JUNE 35 BUS ALL THE WAY BACK TO 1867.

The Steeles West 60 bus will get you there, too, to join the Black Creek Pioneer Village and Metro's 25 th Annual Pioneer Festival.

You'll smell the home baked bread (done the way great grandma did it), see the blacksmiths and harness makers, cover your ears during the black powder shoot by the Upper Canada Rifles.

And the Bargain Emporium at the Town Hall will let you save on china, glass, books, and toys (not quite 1867 prices, but still quite reasonable). There is lots to do between 10:00 a.m. and 4:00 p.m.

Total cost - $8 covers parents and their children. Adults $4, $1 for students and a special $2 admission for Seniors. 1867. Ah.... it was a very good year.

The Better Way.

TTC Info 484-4544

Appendix A
Page 1 of 4

HARBOURFRONT ANTIQUE MARKET MOVES OUTDOORS TO A NEW LOCATION SUNDAY, JUNE 7

Who says there's nothing new under the sun? That's just where the Harbourfront Antique Market will be every Sunday from 10 a.m. to 5 p.m. starting this Sunday, June 7. Meet and mingle with a multitude of memorabilia merchants in their brand-new location, by the water's edge just west of York Quay Centre. Take the Spadina 77B bus from Union or Spadina Stations, or the Bay 6 bus to Queen's Quay West, and head for the brightly-coloured canopies.

The Better Way.

Need more information on how to get where you're going? Dial 484-4544.

CHRISTMAS GIFT CONFUSION? SOLUTION! THE CANADIAN CRAFT SHOW

325 CRAFTSPEOPLE THE FINEST IN HANDMADE CRAFTS

AhHa!
Until December 6, the Queen Elizabeth Building at Exhibition Place is full of exquisite handcrafted work by 325 craftspeople from across Canada. There's everything from toys to jewellery to musical instruments to weaving to pottery and more. And all of it's for sale.

Hours?
Today to December 5, noon to 10 p.m. December 6, 11 a.m to 6 p.m.
Admission? $2.00, and $1.00 for children and seniors.

Best way to get there?
TTC Dufferin 29 buses from Dufferin Station or 511 Exhibition street cars from Bathurst Station.

The Better Way.

TTC INFO: 484-4544

TUTU SEE

THE NATIONAL BALLET OPENS ITS 30TH ANNIVERSARY SEASON JUST TWO SHORT BLOCKS AND A JETÉ FROM THE KING SUBWAY STATION

Two world premieres: the spectacular **Napoli**, and a fascinating Spanish ballet **Los Siete Puñales - The Seven Daggers** plus three favourites: **Giselle, Les Sylphides** and **Elite Syncopations.** Guest artists like Niels Bjorn Larsen, Elisabetta Terabust, and Vladimir Gelvan.

And More.

The National Ballet of Canada's very special 30th Anniversary Season runs from November 10 to 29 at the O'Keefe Centre. Tickets are on sale at the O'Keefe Box Office and Bass Ticket Outlets.

To mark this 30th Season, the TTC has arranged that during the times most patrons will be leaving for the ballet, the system shall be uncrowded. Best stop to get off? King Station. Head south through the Melinda exit.

The Better Way.

TTC INFO: 484-4544

MOTORCYCLE RACING AT EXHIBITION STADIUM?

FIRST YOU DUMP 500 TRUCKLOADS OF DIRT ON THE FOOTBALL FIELD. THEN...

... you add a couple of dozen jumps. Then you have some of the world's most competitive motorcross racers hurl their very-sophisticated machines through the mud and over the jumps for 3 hours of non-stop action. It's called Supercross. And it's attracting hundreds of thousands of fans.

You can check out why Saturday June 6 at Exhibition Stadium. Gates open at 6 pm: racing starts at 8. Best way to get tickets? Try BASS, Ticketron, or participating Yamaha dealers.

Best way to get to the Stadium? Well... we have nothing against motorcycles, but you could leave the helmet at home, and TTC. You can hop a 511 Exhibition streetcar from the Bathurst Subway Station. Or take the Dufferin 29 bus to Exhibition Place.

The Better Way.

Need more information on how to get to where you're going? Call us at 484-4544

A TELEVISION? 12 CAN HEADLIGHTS? A FOUR SLICE TOASTER? HOW DO PEOPLE FORGET THIS STUFF ON THE TTC?

ONCE AGAIN... THE AMAZING TTC AUCTION.

Skis. A portable typewriter. A coffee grinder. Brollies, books, drapes, a two burner hot plate, a Spalding #5 golf club: that's just some of the stuff people have forgotten on the TTC in the past while.

We've waited for them to claim it, but to no avail. So (in splendid accordance with the magnificent provisions of the Ontario Railway and Municipal Act) we're going to sell these and piles of other items at another of our amazing auctions. This one's scheduled for 10 AM. December 5 at Waddington, McLean and Co. ltd., 189 Queen Street East.

Just take the 501 streetcar along Queen, get off at Sherbourne, and you're within an easy amble.

The Better Way.

Need more information on how to get to where you're going? Call us at 484-4544

The Home Opener – Argos vs Saskatchewan – Thurs. 8 PM

"Okay.

It's time to really think about not taking the car to the Argo game. Especially when TTC is so easy."

TTC has three Special Transit routes to get you to the game fast.

All at regular fares. 65¢ exact cash, 57¢ if you buy tickets or tokens.

They let you avoid the traffic.

Avoid the doordenters at the parking lot.

Skip the parking bill.

Now.

Read all the options.

And we think you'll decide to leave the gas guzzler at home.

Three Special Transit routes.

1. 15 special express buses shuttle to Exhibition Place direct from Bathurst Station. They whiz right along – thanks to special signs and other special efforts by Metro Police to keep traffic hustling.

2. Special service from Keele Station. 4 express buses! They zoom down Parkside Drive, then along Lake Shore Blvd.

3. 10 express buses from Union Station! Get a paper transfer as you're heading for Union Station. Use it to board one of the special express buses just outside Union Station on the south side of Front Street.

Extra buses and streetcars.

1. 29 streetcars (511 Exhibition) picking up folks along Bathurst and Fleet.

2. Catch one of the 16 extra buses from Dufferin Station! You'll need a transfer for these too. They shuttle you directly to the Western Entrance of the grounds.

3. 10 special streetcars from King and Church! The 521 Exhibition East streetcars run along King and then down the special Bathurst transit corridor. You can transfer to this service from the Yonge Subway by getting off at King, or from the Spadina-University Subway by getting off at St. Andrew Station.

Out in the Suburbs? Drive 'n Park

You can park at Kipling, Islington, Keele, Victoria Park, Warden, Wilson, Finch or Kennedy Subway Stations. Or catch one of our 34 Special Express Buses. These are $1.50 exact cash fare each way. They leave Golden Mile, Northtown, Don Mills and York Plazas and the Islington Subway Station up to one hour before game time.

Need more information?
Call TTC info – [illegible]

Argos vs. Montreal Saturday 7:30 p.m.

THE 65¢* EXPRESS

It's time to really think about not taking the car to the Argo game. Especially when TTC is so easy.

TTC has three Express routes to get you to the game fast.

All at regular fares. 65¢ exact cash each way.
*** 57¢ if you buy tickets or tokens.**

Three Express Special Transit routes:

1. Express buses to Exhibition Place direct from Bathurst Station
2. Express service direct from Keele Station
3. Express buses from Union Station. Don't forget to get a paper transfer as you're heading for Union. Use it to board one of the special express buses just outside Union Station on the south side of Front Street.

Extra buses and street cars

1. Extra 511 Exhibition street cars along Bathurst and Fleet!
2. Extra buses from Dufferin Station! You'll need a transfer for these, too.
3. Extra 521 Exhibition East street cars from King and Church! You can transfer to this service from the Yonge Subway by getting off at King, or from the Spadina-University Subway by getting off at St. Andrew Station.

(All of the above at regular fares...)

Out in the Suburbs? Drive 'n Park

You can park at Kipling, Islington, Keele, Victoria Park, Warden, Wilson, Finch or Kennedy subway stations. Or catch one of our 34 Special Express buses. These are $1.50 exact cash each way. They leave Golden Mile, Northtown, Don Mills and York Plazas and the Islington subway station up to one hour before game time.

The Better Way.

Need more TTC info? 484-4844

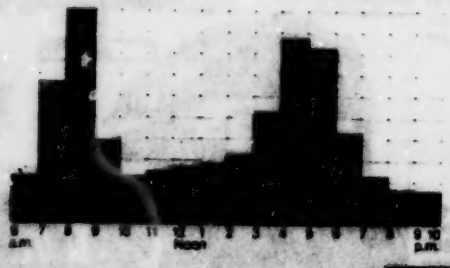
The TTC Holiday Season Hint Compendium.

1 How to keep slush out of your galosh.

There are 961 stores you can visit by subway without going outdoors after you board the system. So you can prevent frostbite, galosh slush, soakie socks, salty boots and all those other plagues by subwaying to your shopping.

2 How to avoid shopping crowds.

The chart shows when most people are travelling TTC. It also shows when the least people travel TTC: between 9:30 a.m. and 3:30 p.m. . . . and after 7:00 p.m. A little planning means you can miss the crowds.

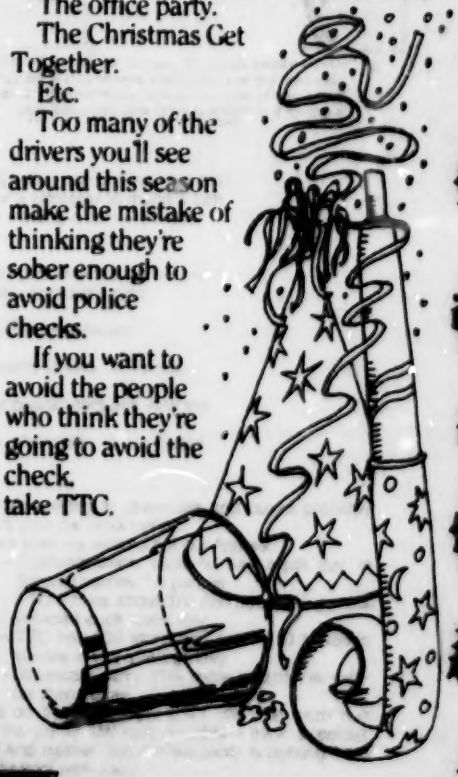


3 How to avoid the drivers who celebrate the holiday season too joyfully.

The office party.
The Christmas Get Together.
Etc.

Too many of the drivers you'll see around this season make the mistake of thinking they're sober enough to avoid police checks.

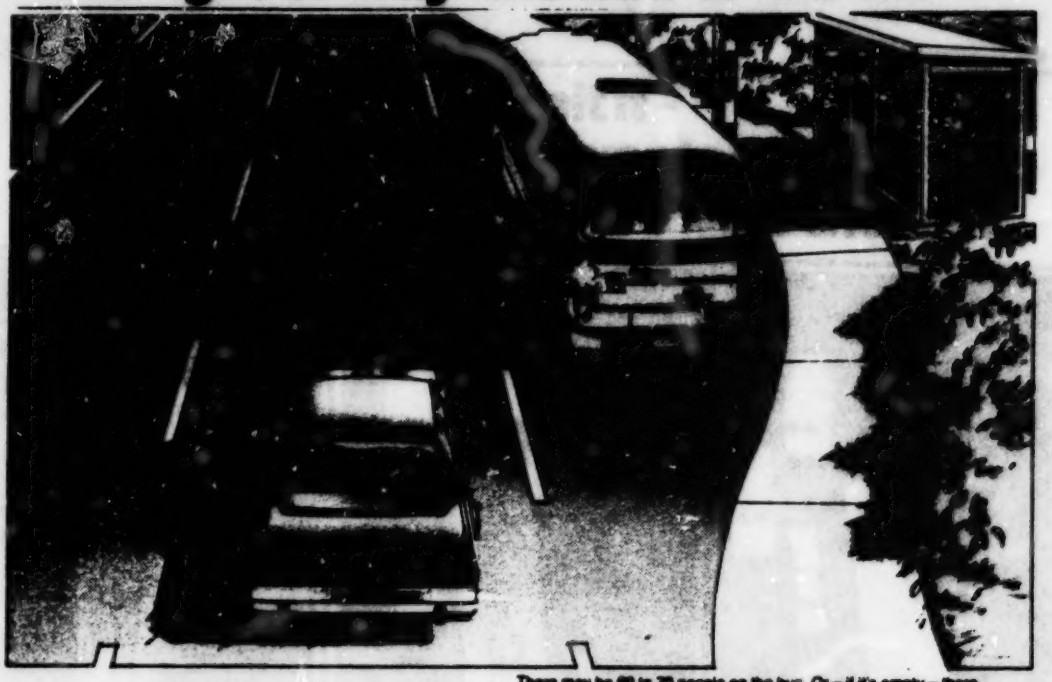
If you want to avoid the people who think they're going to avoid the check, take TTC.



The Better Way.

More Info? Call us – 484-4544

Driving question: which has the right of way-the bus or the car?



There may be 60 to 70 people on the bus. Or – if it's empty – there may be twenty people waiting for it at the next stop.
This ad asks drivers to give those people the right of way where possible – *and tells drivers what's in it for them.*

Legally, the car has the right of way. No question.

A car driver has a legal right to keep driving: to keep the bus in the bus bay or pinned to the stop. Just as the driver has a legal right to pull in front of a bus or a streetcar to make a turn if he can do it safely. Or to not yield when a bus or a streetcar is making a turn. All these things he can do.
There's no legal question.
But – if you think for a second – you'll come to the conclusion that probably the car should give way. Many people do it now because it's the polite thing to do. And that's nice.
But there's a more selfish reason.
Fact: each one of our buses replaces 188 cars per day on Metro Toronto streets.*
Each streetcar, 238 cars.
In fact if there was no TTC, there'd be 300,000 extra cars on Toronto streets. In Toronto parking lots. Lined up at Toronto service stations.
The better our buses and streetcars move – the happier all those passengers are. And the less likely they are to use a car.
Which makes things easier for you as a car driver. (Try driving in other cities where transit isn't as popular. Yikes!)

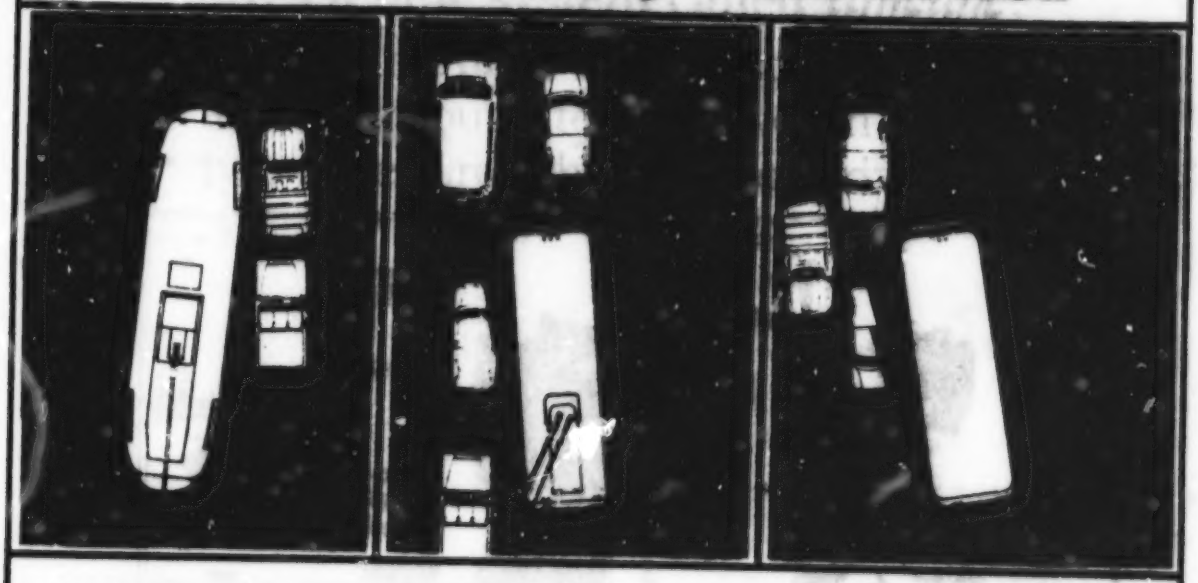
Proper procedure: if you're going to yield to a bus or a streetcar, please, flash your lights. Driving in Toronto is no picnic: more so in a 40-foot bus. The driver will probably wave, which means you've made a fellow driver happy. Thanks.

In short, yielding to streetcars and buses probably makes your car work better.
*Here's how we worked out our figures:
- Transportation experts say each car in Toronto carries 1.3 people.
- TTC moves about 370,560 people in surface vehicles each week day.
- TTC has 239 streetcars and 1210 buses in service on an average day.
- Streetcars carry 25% more people per vehicle than buses.

If you do the arithmetic, you'll find that each bus does the job of 188 cars per day – each streetcar, 238. (And neither bus nor streetcar is fighting for a parking spot with you.)

Help us move Toronto better.

Admit it – you've always wanted to be a TTC driver for a day. Take the test.



Question

You're driving a streetcar. You have forty passengers on board. You have to turn from the centre lane into the station. What do you do? What should the car drivers in the curb lane do?

Answer

Legally – despite the fact you have 40 passengers – there's nothing you can do. Your hope is that one of the drivers rushing along the curb lane recognizes that being "legal" isn't the same as being "right" ... if a car driver knows the difference between "I'm within the law" and "It's a good thing to do" ... you get to pull in with your passengers.

Question

You're driving a trolley bus. You're in the curb lane because that's the lane nearest the stops. But there are parked cars in that lane. And there are bunches of folks in the centre lane keeping you pinned to the curb. You have 63 passengers on board. What should you do?

Answer

Same situation as before. If you're a TTC driver, legally you have to stay pinned to the curb until the way is clear ... and hope that some car driver lets you get on with things.

Help us move Toronto better.

Question

You're a bus driver. You need to turn left at the intersection. But the cars coming in the other direction won't let you and your 81 passengers turn – even when those car drivers are faced with an amber light. What do you do?

Answer

Again the same thing. Those cars have the right of way. Studies show that each of those cars carries 1.3 people. Statistics prove that each TTC bus replaces 189 cars a day, each streetcar 236 cars. Despite that, cars have the right of way.

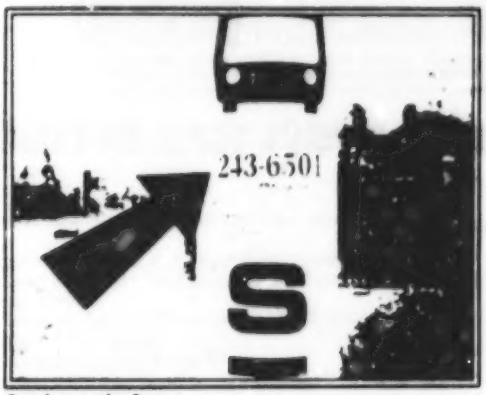
Better Answers

The TTC replaces 300,000 cars on the streets of Toronto. We keep them out of parking lots, off the streets, and out of gas stations. If you're a car driver, you recognize how much the TTC really helps you. And you help the TTC. The faster the TTC moves, the fewer people drive cars. The fewer people drive cars, the easier it is for you. So – you'll give a bus a break. Or a streetcar. And you'll help us move Toronto better. 'Cause it helps you move better.

Why a lot of bus stops in Etobicoke have a phone number...

It's a new system called *timeline*.

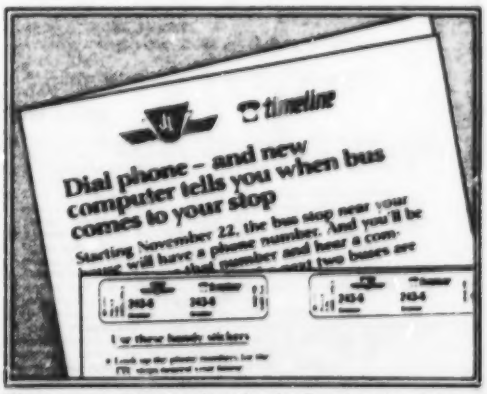
Dial the number of a particular bus stop and a computer tells you when the next two buses are scheduled to arrive there.



See the number?

Dial it, and the TimeLine computer tells you when the next two buses are scheduled to arrive.

It means less waiting. Plus you can dial bus stops on eleven routes in Etobicoke to find out when Junior left hockey practice, or how often the bus passes the supermarket.



Want a copy of the numbers for the TimeLine bus stops in Etobicoke? We'll mail one to you. Just dial TTC Information at 484-4544.

timeline

Engineers call this an I.C.T.S. – an Intermediate Capacity Transit System. TTC wants a happier, snappier name for it before it goes on it's rails. If your name clicks with our judges, you could win a Metropass good for a whole year – or one of 139 other prizes.

Name our new whatzit – and win!

See the photo above?

That's a new vehicle TTC will start running in the Fall of 1984.

Its got a lot going for it. It's light. Fast. Comfortable. Quiet. And because it doesn't run on public roads, it doesn't get messed up in traffic.

It's first route will be between Kennedy Station and the Scarborough Town Centre.

The problem is what to call it.

We can't call it the "Scarborough Whizzer", because later it'll be running on other routes.

"X-Train" is sort of nice – but it puts it in competition with all those Alphabet Cars. And we'll be carrying more passengers more economically than they do.

"Fred" has sort of a nice ring to it but we're looking for something perhaps a little more jazzy.

We thought you might have a good idea. So we're having this contest. Fill in the entry below – and if you're feeling artistic, send us a sketch of how you see your name being used.

ICTS FEATURES – to help you name it

- Advanced technology rail transit system – steel wheels/steel rails
- Lightweight cars, usually operating in two-car trains
- Quieter steerable trucks – the front wheels can turn to follow curves without squeal.
- Linear induction motor (LIM) propulsion – does not rely on wheel adhesion for acceleration and braking
- Regenerative braking – as the car slows down it generates electrical power and puts it back into the system
- Designed in Canada for all weather conditions – unaffected by snow, ice, or freezing rain
- Automatic Train control – allows the operators to run the trains as often as every 60 seconds in complete safety
- Each car is 42 ft. (12.7 m) long – just a little bigger than the average bus

The Better Way

for TTC info 484-4544

The prizes – all 140 of them.

First prize: a Metropass free for a year. – worth about $357.

Other prizes:

- **100 passes to The Great Toronto Adventure – worth about $3.50 each.**
- Two Gray Coach conducted tours of Niagara Falls – worth about $29 per tour. Plus six Gray Coach Greater Toronto Tours worth about $8 per tour.
- Two subscription series ticket packages to Harbourfront's "Dance Canada, Dance". Worth about $30 each.
- A one-year family membership in the Metropolitan Toronto Zoological Society worth about $35. Plus – six one-day passes to the Metro Zoo with a value of $3.50 per pass.
- Twenty passes to the McLaughlin Planetarium's Star Show worth about $2.25 each.
- A family membership at the Art Gallery of Ontario – worth about $35.
- Brunch for two at the CN tower. Worth about $25.

The rules.

1. Print your entry on the entry form or on a plain piece of paper no larger than 8½" x 11". Print or type your name, address and telephone number and mail in an envelope to: Name the Whatzit, TTC, 1900 Yonge St., Toronto, Ontario. M4S 1Z2.
2. Enter as often as you like, however, each entry must be mailed separately, bear sufficient postage and be received no later than the contest closing date, November 8, 1981. Limit of one prize per person.
3. Contest is open to all residents of Ontario, with the exception of TTC employees and their immediate families, its advertising agency and employees of the organizations donating contest prizes.
4. Selection of winning entries and distribution of prizes will be made on the basis of skill. Decision of the judges is final. All entries become the property of the Toronto Transit Commission.
5. No substitutions will be made for the prizes offered. Prizes are non-refundable and non-transferable. By entering and accepting a prize, winners consent to the reasonable use of the entries submitted, pictures, names, etc. in any promotional activity the TTC may undertake, without further advice and/or remuneration.
6. Contest is subject to all Federal, Provincial and Municipal Laws.

The Entry.

NAME THE WHATZIT.
TTC.
1900 YONGE.
TORONTO. ONTARIO M4S 1Z2

I think you should call the whatzit _____

_____

My name is: _____

Address: _____

_____

$1 a day $7 a day

We didn't invent the figures.
Metropass does cost less than $1 a day. On the other hand the Canadian Automobile Association experts say it costs about $7 a day to own and operate a small car in Metro Toronto. Which leads us to believe that you'd probably like to know more about Metropass.

Well.

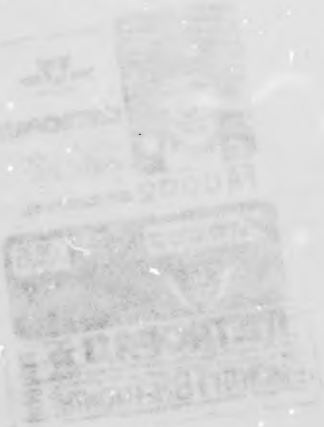
For the $29.75 it costs a month, you get all the regular TTC rides you can use. Which means if you go back and forth to work every day – plus take one extra round trip a week, it's worth buying a Metropass instead of tickets or tokens. Metropass is convenient. Just show it to the driver or station collector and you're away. No fumbling for tickets, tokens, change or transfers. It's so convenient that a lot of people find they're taking extra trips when they get a pass. Downtown for lunch. A short side trip for shopping.

To get your Metropass photo ID card (It's permanent, costs $1.50, and comes in a handy plastic wallet) just go to Sherbourne Station anytime from noon 'til 7 PM Monday through Friday or from 10 AM to 4 PM on Saturdays. They'll fix you up while you wait.

The monthly portion of the pass is available from station collectors booths, TTC guides, participating ticket agents or from the Bank of Montreal.

$1 a day.
Or $7 a day.
Enough said?

For more information, phone 484-4544



7 more reasons to buy your METROPASS this week.

All the regular TTC rides you can use less than $1 a day. Just $29.75 a month. And Metropass is convenient. Just show it to the driver or station collector and you're away. No fumbling for tickets, tokens, change or transfers. It's so convenient that a lot of people find they're taking extra trips when they get a pass. Downtown for lunch. A short side trip for shopping.

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The Better Way.

for TTC info 484-4544

Save on car rentals - Your METROPASS now saves you 10% at all Toronto Hertz locations.

METROPASS Less than $1 a day.

Funny how they changed from gallons to litres just when gas started skyrocketing. The picture above shows you about what those signs around the gas stations would say if they were still selling by the gallon. Next time you pull up to the pump, think about that.

Then consider that Metropass costs less than $1 a day, $29.75 for all the regular TTC rides you can use in a month.

And Metropass is convenient. Just show it to the driver or station collector and you're away. No fumbling for tickets, tokens, change or transfers. It's so convenient that a lot of people find they're taking extra trips when they get a pass. Downtown for lunch. A short side trip for shopping.

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Save on car rentals - Your METROPASS now saves you 10% at all Toronto Hertz locations.

TORONTO TRANSIT COMMISSION

GENERAL RIDE/DESTINATION

CALENDAR YEAR 1982

WK. COMM. MON.	DEC. 28	JAN. 4	11	18	25	FEB. 1	8	15	22	MAR. 1	8	15	22	29	APR. 5	12	19	26	MAY 3	10	17	24	31	JUNE 7	14	21	28	JULY 5	12	19	26	AUG. 2	9	16	23	30	SEPT. 6	13	20	27	OCT. 4	11	18	25	NOV. 1	8	15	22	29	DEC. 6	13	20
TELEVISION		21 weeks @ 100 ARP'S - $252,000																																			18 weeks @ ARP'S - $252,800															
TOTAL COST TV:																								$514,800																													
RADIO- GENERAL RIDE												5	weeks @ 100 ARP'S - $312,000																																														
RADIO- DESTINATION																							22 weeks @ 100 ARP'S - $132,000																																							
TOTAL COST RADIO:																								$444,000																													

MEDIA PLAN

Appendix H

POOR

QUALITY

ORIGINAL